

File Copy
12/28/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 28, 1953</u>			
Monday Dec. 28	FASHION NEWSREEL: "BAGS BY JOSEF" "We Fly To The Sun" -- a Universal Newsreel Fashion short will be taken, in cooperation with Northwest Orient Airlines, featuring the Travel and Resort collection of Bags by Josef (Gold Seal Importers, Inc.) Staged by Viola Shefer, for release to more than 10,000 theatres. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.	UNIVERSAL NEWSREEL	HONOLULU, HAWAII
Beginning Monday Dec. 28	OPENING OF SPRING NECKWEAR COLLECTION Spring collection of scraves, stoles, collars, ribbon ties and novelty neckwear. By appointment. Publ.: Peggy O'Grady, 161 E. 37 St., MU.9-5725.	BAAR & BEARDS	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Tuesday Dec. 29 10:30 A.M.	CHARLES JAMES' NEW BELT COLLECTION Press preview of new Spring collection of belts by Vogue, designed by Charles James. By invitation only. Contact: Jack Bierman, MU. 6-5323.	VOGUE BELTS	14 EAST 32ND STREET SHOWROOM - 12TH FLOOR
Tuesday Dec. 29 12:30 P.M.	SHOWING OF SPRING FASHIONS FOR JUNIORS Saks 34th will present Spring fashions for juniors, sizes 7 to 15. Press invited. Open to public. Publicity: Frances Eisner, LA.4-7000, Ext. 445.	SAKS 34TH STREET	2ND FLOOR YOUNGER SET SHOP
Tuesday Dec. 29 2:30 P.M.- 5:00 P.M.	PREVIEW: SPRING, 1954 JEWELRY Spring 1954 collection of La Tausca originals and Majeska jewelry. By invitation. Publ.: Lillian Libman at Constance Hope, 200 W. 57, PL.7-0515.	HELLER DELTAH CO., INC.	411 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Dec. 30 3:30 P.M. Cocktails	PREVIEW: NEW FASHION IDEA FOR MOTHER AND DAUGHTER Youth Time will present a new fashion idea in their Spring collection of children's and pre-teen dresses, and new mother and daughter fashions. By invitation only. Contact: Carl Leeds, 22 W. 56th Street, JU. 2-3441.	YOUTH TIME, INC.	520 EIGHTH AVENUE SHOWROOM - 15TH FLOOR
Monday Jan. 4 4:00 P.M.	SPRING MILLINERY FORUM & MEETING Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Director: Virginia Pope. By invitation only. Contact: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	SAVOY PLAZA HOTEL ROSE ROOM
Monday Jan. 4 4:30 P.M.- 6:00 P.M. Cocktails	PREVIEW OF NEW 1954 BUICK CARS Preview of 1954 Buicks, which have been designed with women in mind. Ivan L. Wiles, general manager of Buick Division, and Harley Earl, vice-president of General Motors in charge of styling, will meet the press. By invitation. Women's Publ.: Lind Gilbert Assoc., 22 E. 60th St., PL.3-4786.	BUICK DIVISION, GENERAL MOTORS CORP.	WALDORF-ASTORIA ASTOR GALLERY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 4	OPENING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1954 handbag collections on first "permanent" opening date basis. Spring handbag openings will henceforth always begin the first Monday after New Year's Day. Showings of their complete collections will be held in individual members' showrooms. Publicity: Ruth Lundgren, 244 Madison Ave., MU. 6-0686.	NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Spring collection of Coro jewelry and new Corocraft "fashion masterpieces." By appointment only. Publ.: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM -3RD FLOOR
Beginning Monday Jan. 4	SCARFS AND STOLES FOR SPRING Opening of Spring collection of scarfs, stoles, wraps, novelties, beach accessories and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver, 551 Fifth Ave., MU. 7-8654.	GLENTEX	417 FIFTH AVENUE SHOWROOM-9TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING JEWELRY COLLECTION Showing of Trifari, Krussman & Fishel Spring collection of jewelry. By appointment only. Publ.: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING BOUTIQUE COLLECTION Carol Stanley will present their Spring boutique collection of scarves and handkerchiefs at continuous daily showings. Publicity: Jo Kellerman at Carol Stanley, OR. 9-2330.	CAROL STANLEY, INC.	10 EAST 38TH STREET MAIN FLOOR
Beginning Monday Jan. 4	OPENING OF SPRING COLLECTION Opening of Spring collection of handbags in leathers, straws and fabrics, by Greta Originals; also specially designed handbags by Emily Wilkens for Greta. By appointment. Publicity: Peggy O'Grady, 161 East 37th St., MU. 9-5725.	GRETA ORIGINALS	9 WEST 31ST STREET SHOWROOM-7TH FLOOR
Beginning Monday Jan. 4	SCARVES AND STOLES FOR SPRING Opening of Vera's January Spring and early Summer collection of scarves, stoles, originals in silks, cottons, tropical colors. For buyers and buying offices only. Publicity: Florence Brobeck, 444 E. 52, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR
Tuesday Jan. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY Irene of New York will present her Spring millinery to the N.Y. press and buyers. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Tuesday Jan. 5 12:30 P.M. Luncheon	PRESS PREVIEW OF BOYS' FASHIONS Cluett, Peabody & Co. will invite the press to a luncheon preview of their first line of boys' wear, introducing their entrance into the boys' wear field. By invitation only. Publicity: Gertrude Dale, at Young & Rubicam, MU. 9-5000, Ext. 425.	CLUETT, PEABODY & CO. (10 EAST 40TH STREET)	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 5 4:30 P.M. Cocktails	PREVIEW OF NELLY DON'S SPRING COLLECTION Macy's will invite the press to a showing of the Nelly Don Spring collection, to be featured in their new Nelly Don Department (3rd floor). By invitation only. Publicity: Helen Law, CH. 2-4000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Jan. 5 7:00 P.M. Dinner	SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Commission, LO. 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR GRAND BALLROOM
Wednesday Jan. 6 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING MILLINERY Presentation to N.Y. press and buyers of Laddie Northridge's Spring millinery collection. By invitation. Publ.: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 6 11:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION Showing for the press of Bergdorf Goodman's ready-to-wear Resort collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Jan. 6 12:30 P.M. Luncheon	PRESS PREVIEW OF SPRING MILLINERY Gustavo will present his Spring millinery collection to the New York fashion press and buyers. By invitation. Publ.: Maud G. Moody, LE. 2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
Thursday Jan. 7 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Thursday Jan. 7 11:30 A.M.	PRESS PREVIEW OF ACCESSORIES Bronzini Ltd. will announce its entry into the women's accessory field, showing a collection of scarfs, squares and stoles for Spring and Summer. By invitation. Publ.: Carson-Ruff Assoc., 366 Madison Avenue, MU. 2-2055.	BRONZINI, LTD.	5 EAST 52ND STREET
Thursday Jan. 7 1:00 P.M. Luncheon	RESORT AND SPRING FASHIONS BY BRIGANCE "Travel Into The Sun"--luncheon showing of Resort and Spring fashions by Brigance of Sportsmaker, available at Lord & Taylor. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Sportsmaker contact: Julie Isles, LO. 3-1534. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	LORD & TAYLOR; SPORTSMAKER, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday Jan. 7 5:30 P.M.	FASHION SHOW WITH "MADEMOISELLE" MAGAZINE Jay Thorpe's Spring fashions, shown in conjunction with "Mademoiselle" Magazine, with fashion editor Edith Raymond as commentator. Open to public. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	2ND FLOOR
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING Emme will invite the press and buyers to a preview of her Spring millinery collection. <u>Showing for the out-of-town press Sunday, Jan. 10 at 11:00 A.M.</u> By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	EMME (26 E. 56TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 8 12:00 Noon Luncheon	PREVIEW OF SPRING-SUMMER COLLECTION Press and trade preview of Dorothy Hubbs' Spring-Into-Summer dress collection. By invitation. Contact: MU. 9-5422.	DOROTHY HUBBS, INC.	1400 BROADWAY SHOWROOM-33RD FLOOR
Sunday Jan. 10 10:00 A.M.- 1:00 P.M. Brunch	SPRING SHOWING OF FASHION JEWELRY Trifari, Krussman and Fishel will invite the out-of-town and local press to a gala brunch showing of their new Spring line. By invitation only. Publicity: Dorothy Lansing, 125 East 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FL.
Jan. 10 11:00 A.M.	EMME'S SHOWING OF SPRING MILLINERY FOR THE OUT-OF-TOWN PRESS AT THE SHERRY NETHERLAND, CRYSTAL PAVILION (See Page 3 for local press show).		
Sunday Jan. 10- Jan. 12 12:00 Noon	"FASHION ON THE GO"-- OPEN HOUSE FOR PRESS Showing of 1954 collection of travel accessories including luggage and personal leather goods to visiting and N.Y. press. <u>Jan. 10: 12:00 Noon-9:00 P.M.; Jan. 11: 9:00 A.M.-9:00 P.M.; Jan. 12: 9:00 A.M.-12:00 Noon.</u> By invitation. Contact: Betty Fryman, LE. 2-3961.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	WALDORF-ASTORIA CARPENTER SALON
Sunday Jan. 10 12:15 P.M. Luncheon	RESORT AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Resort and Summer kid shoes and accessories. By invitation only. Publicity: Charline Osgood, at Kid Leather Guild, WI. 7-0332.	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Jan. 10 3:00 P.M.	SALLY VICTOR'S COCKTAIL SHOWING OF HER SPRING MILLINERY FOR THE VISITING PRESS, AT THE SALON, 18 EAST 53RD STREET (See Page 3 for local press show).		
Sunday Jan. 10 4:30 P.M.	SPRING COLLECTION FOR VISITING PRESS Maria Krum will present her complete Resort and Spring collection to the out-of-town press. By invitation. Contact: Helen Gray, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Jan. 10 5:30 P.M.	PREVIEW OF 1954 BUICKS FOR VISITING PRESS, AT WALDORF-ASTORIA, ASTOR GALLERY AT 5:30 P.M.-6:30 P.M. COCKTAILS (See Page 1 for local press show).		
Sunday Jan. 10 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.
Sunday Jan. 10 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY FOR VISITING & LOCAL PRESS "Celebrity Night"--Harriet Hubbard Ayer will invite out-of-town and N.Y. editors to a cocktail party. By invitation. Publ.: Mary Brown, MU. 8-6000.	HARRIET HUBBARD AYER (390 PARK AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Sunday Jan. 10 9:00 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING PRESS Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. <u>This show will be presented to the N.Y. fashion editors on Monday, Jan. 11 at 9:30 A.M.</u> (See Pg. 6). By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	WALTER FLORELL	HAMPSHIRE HOUSE THE COTTAGE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday	"CHARTING RETAILING'S	NATIONAL RETAIL	HOTEL STATLER
Jan. 11-	COURSE FOR '54"	DRY GOODS ASS'N	
Jan. 14	NRDGA's 43rd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.		

NEW YORK DRESS INSTITUTE'S TWENTY-SECOND NATIONAL PRESS WEEK (Jan. 11-16, 1954)

Semi-annual National Press Week is a group activity of the Couture Group of the N.Y. Dress Institute, whose member (and auxiliary) firms underwrite, on a pro-rata basis, costs of conducting Press Week, including round-trip transportation of the majority of invited editors. Membership is open, by advance arrangement, to all firms and trade organizations whose products and aims are of logical interest to fashion, beauty and women's editors. Contact: New York Dress Institute, I.A. 4-0461.

Mon., Jan. 11...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-JADE & BASILDON	
	9:00 A.M.	WATCH FOR FORUM	WALDORF-JADE & BASILDON	
	10:00 A.M.	CLAIRE McCARDELL.	WALDORF-JADE & BASILDON	
	11:00 A.M.	PAUL PARNES	WALDORF-JADE & BASILDON	
	12:00 Noon	DELMAN SHOES (Auxiliary).	WALDORF-PERROQUET SUITE	
	1:00 P.M.	INT'L SILK ASS'N (Auxiliary).	WALDORF-JADE & BASILDON	
	2:30 P.M.	DAVE BELLSEY.	WALDORF-JADE & BASILDON	
	3:30 P.M.	MISS AMERICA (Patric)	WALDORF-JADE & BASILDON	
	4:30 P.M.	JACK SARNOFF (Molly).	WALDORF-JADE & BASILDON	
	5:30 P.M.	OLEG CASSINI.	WALDORF-JADE & BASILDON	
	7:00 P.M.	MILLINERY FASHION BUREAU (Aux.).	AMBASSADOR-EMBASSY ROOM	
	Tues., Jan. 12...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-JADE & BASILDON
		9:00 A.M.	HERBERT SONDHEIM.	WALDORF-JADE & BASILDON
		10:00 A.M.	ORIGINALA	WALDORF-JADE & BASILDON
11:00 A.M.		BEN ZUCKERMAN	WALDORF-JADE & BASILDON	
12:00 Noon		HARRY FRECHTEL.	WALDORF-JADE & BASILDON	
1:00 P.M.		SHIP'N SHORE BLOUSES (Aux.)	WALDORF-JADE & BASILDON	
2:30 P.M.		MONTE SANO & FRUZAN	WALDORF-JADE & BASILDON	
3:30 P.M.		CAROLYN SCHNURER.	WALDORF-JADE & BASILDON	
4:30 P.M.		HARVEY BERIN.	WALDORF-JADE & BASILDON	
5:30 P.M.		MEDIUM PRICED GROUP SHOWING	(WALDORF-ASTORIA	
		(CAMEO FASHIONS, TONI OWEN,	(JADE &	
		(FRANK STARR)--Cocktails	(BASILDON	
Wed., Jan. 13...		8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
		9:30 A.M.	MODERN COUTURE (Helena Barbieri)	525 SEVENTH AVENUE
	10:30 A.M.	BEN REIG.	498 SEVENTH AVENUE	
	11:30 A.M.	PATTULLO-JO COPELAND.	498 SEVENTH AVENUE	
	12:30 P.M.	MAURICE RENTNER (Luncheon).	498 SEVENTH AVENUE	
	2:00 P.M.	JOSEPH HALPERT (Jacques Fath)	530 SEVENTH AVENUE	
	3:00 P.M.	ADELE SIMPSON	530 SEVENTH AVENUE	
	4:00 P.M.	MOLLIE PARNIS	530 SEVENTH AVENUE	
	5:00 P.M.	CEIL CHAPMAN.	530 SEVENTH AVENUE	
	8:30 P.M.	PELLON (Aux.) THEATRE PARTY	ZIEGFELD THEATRE	
	Thurs., Jan. 14...	8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
		9:00 A.M.	B. H. WRAGGE.	BONWIT TELLER - 9 FL.
		10:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
		11:00 A.M.	JANE DERBY.	785 FIFTH AVENUE
12:15 P.M.		KNITTED FABRICS & NRDGA (Aux.)	STATLER - BALLROOM	
2:30 P.M.		TINA LESER.	23 WEST 57TH STREET	
3:30 P.M.		CHRISTIAN DIOR, NEW YORK.	730 FIFTH AVENUE	
5:00 P.M.		POPULAR PRICED GROUP SHOWING.	(HOTEL PIERRE	
		(GLENHAVEN SUITS, SUZY PERETTE,	(BALLROOM	
		(ROSENTHAL & KALMAN)--Cocktails		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TWENTY-SECOND NATIONAL PRESS WEEK (continued from page 5)</u>			
Fri., Jan. 15...	8:00 A.M. CAPEZIO (Auxiliary)	756 SEVENTH AVENUE	
	9:00 A.M. TRIGERE, INC.	550 SEVENTH AVENUE	
	10:00 A.M. DAVIDOW.	550 SEVENTH AVENUE	
	11:00 A.M. SAMUEL WINSTON	530 SEVENTH AVENUE	
	12:30 P.M. COTY, INC. (Auxiliary)--Luncheon . .	WALDORF-SERT ROOM	
	2:30 P.M. JUNIOR FASHIONS (HORWITZ & DUBERMAN; INTERNATIONAL JUNIOR; JUNIOR SOPHISTICATES; REICH GOLDFARB)	(WALDORF-ASTORIA SERT ROOM)	
	3:30 P.M. NETTIE ROSENSTEIN.	WALDORF-SERT ROOM	
	4:45 P.M. PELLON DEMONSTRATION (Auxiliary) . .	WALDORF-SERT ROOM	
	5:00 P.M. COCKTAIL PARTY (To meet Members of Couture Group & Designers). . . .	(WALDORF-ASTORIA SERT ROOM)	
Jan. 11 9:30 A.M.	WAITER FLORELL'S SPRING MILLINERY PREVIEW FOR THE NEW YORK PRESS, AT HIS SALON, 29 EAST 53RD STREET (See Page 4 for out-of-town press show.)		
Jan. 11 10:00 A.M.	CLAIRE McCARDELL (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11 11:00 A.M.	PAUL PARNES (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Monday Jan. 11 12:00 Noon	PRESS PREVIEW OF SPRING SHOES	DELMAN	WALDORF-ASTORIA PERROQUET SUITE
	The visiting and local press will be invited to a preview of Spring shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See Page 5). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Jan. 11 1:00 P.M. Luncheon	PRESS PREVIEW OF FASHIONS IN SILK	INTERNATIONAL SILK ASSOCIATION, U.S.A.	WALDORF-ASTORIA JADE & BASILDON RMS.
	Luncheon fashion showing of Spring collection by leading designers in fabrics from International Silk Association, U.S.A. (Auxiliary Member of N.Y.D.I.--See Page 5). For visiting and local press, by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Jan. 11 2:30 P.M.	DAVE BELLSEY (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Beginning Monday Jan. 11 2:30 P.M.	SHOWING OF SPRING-SUMMER LINGERIE	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
	Showing of Schiaparelli's Spring-Summer lingerie collection at 2:30 P.M. Trade and fashion magazines-- <u>Jan. 11</u> ; service magazines-- <u>Jan. 12</u> ; syndicates-- <u>Jan. 13</u> ; local newspapers-- <u>Jan. 14</u> ; overseas press-- <u>Jan. 20</u> ; TV and radio-- <u>Jan. 22</u> . By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily. Out-of-town press invited. Contact: Noriene Barrett, at Schiaparelli, OR. 9-0192.		
Jan. 11 3:30 P.M.	MISS AMERICA--PATRIC (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11 4:30 P.M.	JACK SARNOFF--MOLLY (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11 5:30 P.M.	OLEG CASSINI (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 11 7:00 P.M. Dinner	MILLINERY SHOW FOR VISITING & LOCAL PRESS The Millinery Fashion Bureau (Auxiliary Member of N.Y.D.I.--See Page 5) will invite the out-of-town and local editors to dinner and showing of Spring millinery. By invitation only. Contact: Babs Vierhaus, 1450 Broadway, LO. 4-7800.	MILLINERY FASHION BUREAU	AMBASSADOR HOTEL EMBASSY ROOM
Week Of Jan. 11	SHOWING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring and Summer 1954. Members include: Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son (Schiaparelli); Palter de Liso; M. Wolf & Son; Zuckerman-Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Jan. 12 9:00 A.M.	HERBERT SONDHEIM (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Jan. 12 10:00 A.M.	ORIGINALA (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 11:00 A.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 11:00 A.M.	BRIDAL FASHIONS BY JOSEPHINE ORO "Wedding Breakfast" for the press--a preview of Josephine Oro's Spring and Summer bridal fashions. By invitation. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Jan. 12 12:00 Noon	HARRY FRECHTEL (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 12:00 Noon Luncheon	FASHION SHOW: OPENING OF NEW FACTORY Press and buyers will meet at showroom, then be transported uptown to new factory, where His Honor, Mayor Robert F. Wagner, Jr., will officiate at opening ceremonies, to be followed by luncheon, and a preview of the Joseph Love Summer collection of children's dresses. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	JOSEPH LOVE, INC. (1333 BROADWAY)	NEW FACTORY 3280 BROADWAY
Tuesday Jan. 12 1:00 P.M. Luncheon	SPRING BLOUSE COLLECTION FOR VISITING PRESS Ship'n Shore (Auxiliary Member of N.Y.D.I. -- See Page 5), will present Spring blouses to visiting and local press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP'N SHORE BLOUSES	WALDORF-ASTORIA JADE & BASILDON RMS.
Jan. 12 2:30 P.M.	MONTE SANO & PRUZAN (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 12 3:30 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE--See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 4:30 P.M.	HARVEY BERIN (N.Y. DRESS INSTITUTE--See Page 5), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF RAINWEAR BY LORRAINE BUDNY Preview of fashions in rainwear, designed by Lorraine Budny for Harris Raincoat Co. (March & Mendl, Inc.). Showing at 5:30 P.M. By invitation only. Publicity: Jonni Walker, RE. 7-5779.	HARRIS RAINCOAT CO. (512 SEVENTH AVENUE)	STORK CLUB MAIN DINING ROOM
Jan. 12 5:30 P.M.	MEDIUM PRICED GROUP SHOWING (N.Y. DRESS INSTITUTE--See Page 5). FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 7:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES "Daytime Dresses in 3D"--presentation of new Spring and Summer brand line daytime dresses. Commemoration of 100th anniversary of women's dress manufacturing in the U.S. By invitation only. Fashion Director: Blanche Wise. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 13- Jan. 15 8:00 A.M.	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of the N.Y. Dress Institute--See Page 6) will invite the visiting press to their Boutique on Wednesday, Thursday, Friday at 8:00 A.M. <u>For local press, Thursday, Jan. 14, 9:00 A.M.-12:00 A.M.</u> By invitation. Contact: Jackie Dempsey at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
Wednesday Jan. 13 9:00 A.M. Breakfast	RAINWEAR FASHIONS BY HELEN VAN VLIET Preview of Spring-into-Summer rainwear, designed by Helen van Vliet for Town Creations. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	TOWN CREATIONS (39 WEST 29TH ST.)	PLACE TO BE ANNOUNCED
Jan. 13 9:30 A.M.	MODERN COUTURE-HELENA BARBIERI (N.Y. DRESS INSTITUTE--See Page 5), SHOWING FOR VISITING PRESS, 525 SEVENTH AVENUE, SHOWROOM.		
Jan. 13 10:30 A.M.	BEN REIG (N.Y. DRESS INSTITUTE--See Page 5), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 10:30 A.M. Coffee	PREVIEW OF SPRING MILLINERY William J. will present his Spring millinery to the press. By invitation only. Contact: Kay Kean, CI. 5-8956.	WILLIAM J.	44 WEST 54TH STREET SALON
Jan. 13 11:30 A.M.	PATULLO--JO COPELAND (N.Y. DRESS INSTITUTE--See Page 5), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 12:30 P.M. Luncheon	VISITING PRESS SHOW: SPRING COLLECTION Maurice Rentner (N.Y. Dress Institute--See Page 5) will present his Spring collection. By invitation. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FL.
Jan. 13 2:00 P.M.	JOSEPH HALPERT--JACQUES FATH (N.Y. DRESS INSTITUTE--See Page 5), SHOWING FOR VISITING EDITORS, 530 SEVENTH AVENUE, SHOWROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 13 2:30 P.M.	SPRING & SUMMER MILLINERY PREVIEW Eleanora Garnett of Rome will present for the press and buyers a collection of Spring and Summer designs by Robert Galer. By invitation only. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Jan. 13 3:00 P.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 3:00 P.M. 6:00 P.M. Tea	INTRODUCTION OF COLORFAST RAYON FIBER "COLORAY" Courtaulds' colorfast rayon fiber "Coloray," now manufactured in the U.S., will be introduced to the fashion and home furnishings press, featuring new fabrics display, home furnishings, fashion modeling. Out-of-town press also invited. Publ.: Rona Monell, Lewin, Williams & Saylor, MU. 8-6200.	COURTAULDS, INC. (600 FIFTH AVENUE)	WALDORF-ASTORIA PERROQUET SUITE
Jan. 13 4:00 P.M.	MOLLIE PARNIS (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Jan. 13 5:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I. -- See Page 6) will invite the visiting press to see "Kismet" starring Alfred Drake and Doretta Morrow. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Jan. 14 9:00 A.M.	B. H. WRAGGE (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR.		
Jan. 14 10:00 A.M.	HATTIE CARNEGIE (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. <u>Showing for visiting editors at 5:30 P.M.</u> By invitation. Contact: Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Jan. 14 11:00 A.M.	JANE DERBY (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 12:15 P.M. Luncheon	COTTON KNIT SHOW FOR VISITING & LOCAL PRESS Third annual cotton knit and swimwear fashion show for visiting and local press and trade, co-sponsored by the Merchandising Division of the Nat'l Retail Dry Goods Ass'n and Knitted Fabrics Inst. (Auxiliary Member of the N.Y. Dress Institute--See Page 6). By invitation. Tickets for trade: \$4.50. Contact: Knitted Fabrics Institute, 1450 B'way. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.	KNITTED FABRICS INST. & N.R.D.G.A.	HOTEL STATLER BALLROOM
Jan. 14 2:30 P.M.	TINA LESER (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 23 WEST 57TH STREET, SHOWROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 14 3:30 P.M.	CHRISTIAN DIOR-NEW YORK (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 4:00 P.M.- 6:30 P.M. Cocktails	SPRING PREVIEW OF PANTIE GIRDLES Guild Foundations will present the Spring collection, featuring "Phantoms Pantie Girdle Parade." By invitation only. Contact: Guild Foundations, 20 West 33rd Street, LA. 4-5519.	GUILD FOUNDATIONS (20 WEST 33RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Jan. 14 5:00 P.M.	POPULAR PRICED GROUP SHOWING (N.Y. DRESS INSTITUTE -- See Page 5), SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Thursday Jan. 14 5:00 P.M.- 7:30 P.M.	SPRING BAG PREVIEW FOR THE PRESS Spring collection of domestic and imported "Bags by Josef" for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU-11TH FLOOR
Jan. 14 5:30 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET. (See Page 9 for local press show.)		
Thursday Jan. 14 9:00 P.M. Champagne	PREVIEW: YOUNG VIEWPOINT SPRING FASHIONS Preview showing and champagne party for out-of-town and local press, presenting Young Viewpoint's Spring fashions for the woman 5'5" and under. By invitation. Publicity: Saul Krieg Assoc., 9 E. 47th, PL. 3-1543.	GINSBURG & ABELSON	1400 BROADWAY SHOWROOM - 27TH FLOOR
Jan. 15 9:00 A.M.	TRIGERE, INC. (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM.		
Jan. 15 10:00 A.M.	DAVIDOW (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM.		
Jan. 15 11:00 A.M.	SAMUEL WINSTON (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Friday Jan. 15 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS Coty (Auxiliary Member of N.Y.D.I.--See Page 6), will invite the visiting press to luncheon. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA SERT ROOM
Jan. 15 2:30 P.M.	JUNIOR FASHIONS (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 3:30 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE -- See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 4:45 P.M.	PELLON DEMONSTRATION (N.Y. DRESS INSTITUTE Auxiliary -- See Page 6), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 5:00 P.M.	COCKTAIL PARTY (N.Y. DRESS INSTITUTE -- See Page 6), TO MEET MEMBERS OF COUTURE GROUP & DESIGNERS, WALDORF-ASTORIA, SERT ROOM.		
Friday Jan. 15 8:30 P.M.	OPERA PARTY FOR VISITING PRESS New production of Puccini's "La Boheme." By invitation. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 16 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his Spring millinery collection to the visiting editors. By invitation only. Publicity: Marsha Scott, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Saturday Jan. 16 2:40 P.M.	THEATRE PARTY AND FASHION SHOW Will Nemerov will invite visiting editors to the matinee performance of "The Fifth Season," which has been re-costumed by "Willi." Highlights of his new Spring collection will be shown after the performance. By invitation only. Contact: Marie Altheimer at Will Nemerov, LO. 4-9595.	WILL NEMEROV (550 SEVENTH AVE.)	CORT THEATRE 138 WEST 48TH STREET
Saturday Jan. 16 3:00 P.M.	"HEALTH RESORT WEEKEND" FOR VISITING PRESS The out-of-town editors will be invited to Bill Brown's health resort "for men only," where the "iron curtain" will be pulled aside for the first time in 50 years to restore the tired career girl. The first and only women "to get the treatment" will be the visiting editors. Trip takes one hour. Editors will return to New York on Sunday at about 6:30 P.M. By invitation only. Publ.: Lind-Gilbert Associates, 22 E. 60 St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	BILL BROWN'S GARRISON, N.Y.
Monday Jan. 18 11:00 A.M.	PRESS PREVIEW: SPRING SHOE COLLECTION Saks Fifth Avenue will present their Spring and Summer shoe collection to the press. By invitation only. Publ.: Carolyn Haight, PL.3-4000, Ext.7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU--11TH FL.
Wednesday Jan. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Altman's will present Spring fashions by Mollie Parnis during luncheon. Press by invitation. Public by reservation; contact: "Beverly," TE.8-8000. Publ.: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 20 4:30 P.M. Cocktails	PREVIEW: FALL FABRICS AND COLORS IN WOOL New Fall wool fashions in new colors, designed by S. Stroock, will be presented to the press. Showing promptly at 4:30 P.M. By invitation only. Publ.: Bette Crumpacker, Daniel J. Edelman&Assoc., 104 E. 40th, MU.5-7139.	S. STROOCK & CO., INC.	SHERRY NETHERLAND CRYSTAL PAVILION
Monday Jan. 26 12:30 P.M. Luncheon	ANNIVERSARY SHOWING OF COTTON COLLECTION Jerry Parnis' 15th anniversary as a designer of couture cottons, with showing of her new Summer collection. Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC. (530 SEVENTH AVENUE)	PLACE TO BE ANNOUNCED
Wednesday Jan. 27 12:30 P.M. Luncheon	"ROUND THE WORLD FASHIONS" AT LUNCHEON B.O.A.C. (British Overseas Airways Corp.) will present "Round The World Fashions", available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. B.O.A.C. Publicity: Ouida Wagner, 340 Madison Ave., MU. 7-8900, Ext. 160.	BRITISH OVERSEAS AIRWAYS CORP.	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 2 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Tenth Annual Showing for benefit of Nat'l Foundation For Infantile Paralysis. Contact: Elaine Whitelaw, BE. 3-0500. Publ. Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM